

SUMMARY

Strategic communications professional with more than eight years of experience working with high-level media, campaigns and elected officials in both the private and public sectors.

EDUCATION

Florida State University

Tallahassee, Fla.

MS | *Applied American Politics and Policy*

BS | *Communications, Public Relations, Magna Cum Laude*

ACTIVITIES

November 2016 | GOTV and election day operations volunteer for the New Hampshire Republican Party.

July 2016 | Professional volunteer at the 2016 Republican National Convention responsible for booking surrogates on NBC, MSNBC and CNBC.

2015 - 2016 | Member of the Senate Press Secretaries Association.

2013 – 2014 | Tutor for Horton's Kids, a mentoring organization that empowers at-risk children in Washington, D.C.

PROFESSIONAL EXPERIENCE

U.S. SENATE, OFFICE OF SENATOR SHELLEY MOORE CAPITO (R-W.Va.) | Washington, D.C.

Deputy Communications Director, January 2015 – Present

- Established the press office for an incoming member of the U.S. Senate.
- Spokesperson and key strategist for all communications activities.
- Helped write and prepare Senator Capito's prime-time speech in support of President-elect Donald Trump at the 2016 Republican National Convention in Cleveland.
- Developed and executed a 360 degree communication program to successfully advance Senator Capito's legislation to repeal the Clean Power Plan.
- Conceived and implemented the *WV Girls Rise Up* program to empower young women through fitness, education and confidence building activities, resulting in extensive positive media coverage.
- Write press releases, op-eds, speeches, talking points, social media plans and briefing materials.

SHELLEY MOORE CAPITO FOR U.S. SENATE | Charleston, W.Va.

Communications Director, May 2014 – December 2014

- Served as chief spokesperson and communications strategist in nationally targeted Senate race.
- Successfully pitched opposition research resulting in statewide and national media coverage.
- Briefed and staffed the candidate for major media events, including debate preparation and appearances on national public affairs programs.
- Conceived message-driven earned media tactics, including the *West Virginia Works Plan* highlighting the candidate's jobs platform during a statewide bus tour.
- Designed and implemented the campaign's social media and rapid response strategy.

CRC PUBLIC RELATIONS | Alexandria, Va.

Senior Account Executive, April 2013 – April 2014

- Provided media relations counsel to Fortune 500 corporations, political and non-profit clients.
- Crafted and executed a communications plan for the launch of Newt Gingrich's book *Breakout: Pioneers of the Future, Prison Guards of the Past, and the Epic Battle That Will Decide America's Fate*.
- Conducted media training and secured national print, TV and radio interviews for clients.

U.S. HOUSE OF REPRESENTATIVES, OFFICE OF REP. RON DESANTIS (FL-06) | Washington, D.C.

Communications Director, December 2012 – April 2013

- Served as primary spokesperson and social media strategist for Rep. Ron DeSantis.
- Established the press office and created a long-term communications strategy.
- Generated national, statewide and regional media hits.

MITT ROMNEY FOR PRESIDENT | Boston, Mass.

Surrogate and Media Affairs Manager, May 2012 – November 2012

- Led the Romney-Ryan campaign's surrogate operations, including overseeing strategic planning, media booking and managing relationships with top surrogates.
- Arranged broadcast interviews for Gov. Romney; aided campaign rapid response and bracketing.

FLORIDA GOVERNOR RICK SCOTT | Tallahassee, Fla.

Traveling Press Secretary and Deputy Communications Director, November 2010 – May 2012

- Traveled with and advised Governor Scott at state, national and international appearances.
- Provided media relations counsel on breaking news and ongoing issues.
- Served as spokesperson and coordinated all media appearances, events and press conferences.
- Created and executed radio, weekly newspaper and specialty media outreach programs.

FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION | Tallahassee, Fla.

Press Secretary, December 2007 - November 2010

- Primary media spokesperson for the agency and lead communicator for the state of Florida during the BP Deepwater Horizon oil spill in 2010.
- Led a multi-agency crisis communications team that provided emergency response updates and ensured correct information was reported about the oil spill's impact in Florida.